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Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

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Shoptalker

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CONTENTS

Should We Fear Communist Trade? 3

"We declare war upon you . . ." in the field of trade, said Khrushchev. Frank Matthay, specialist in international trade, analyzes the import of this threat to Parker.

Eversharp Australia Now Fully-Owned 6

A detailing of hopes and plans now that Parker holds complete ownership of this subsidiary.

The Pen That Shook a Queen, and Vice Versa 7

News of a pen that failed, momentarily, to serve a Queen has an aftermath.

Up from the Bench 8

Three men in company history have risen to noble heights from a repair bench. This is the story of the most recent.

Pennington Retires; Hull Head Canadian Firm 8

Philip Hull culminates quarter-century of service in Janesville. Pennington to serve as consultant.

COVER: In the Character of a Corporation there is resoluteness, the determination to do a job and do it well. This quality is expressed in the face of Shirley Suiter. Tabulating.

2

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Frank Matthay

SHOULD WE FEAR COMMUNIST TRADE?

by Frank Matthay Vice President, Sales and Advertising

WE declare war upon you . . . in the peaceful field of trade . . . We will win over the United States. The threat to the United States is not the ICBM, but in the field of peaceful production. We are relentless in this and it will prove the superiority of our system." Thus spoke Nikita Khrushchev on October 19, 1957. And there were a few Americans who laughed.

Their grins, however, turned to expressions of disbelief when the Communists attacked the aluminum industry, not with guns, but with prices. While Russia's millions still use iron pots, Soviet-produced aluminum is sold in the world market at a price with which no American company can even hope to compete. These throat-cutting, unrealistic prices, said R. S. Reynolds, Jr., president of Reynolds Metal Company, represent a "deliberate campaign against this country.

The situation is this. We in the United States think in terms of individual industries, each hopefully showing a profit. The Soviets, on the other hand, think in terms of total production. No one segment of the Russian economy has to make a profit so long as the gross national product continues to rise. As long as this is true, the Soviet leaders can make economic war in world market.

Over the past seven years, Communist Bloc nations have been increasing their trade with the Free World. Between 1952 and 1956, (Continued next page)

3



The Communists trade in imitation. Samples: A copy of the "51", use of Parker's Arrow Clip, and an imitation Scripto, all made in Red China.

Bloc trade with the Near East and Africa rose by 59 per cent and trade with South Asia and the Far East increased by at least 37 per cent. In those same years, from admittedly low levels, trade with Latin America rose 609 per cent.

This is significant because these same areas represent big customers for the products of the writing equipment industry. In brief: The Communists are now in position to do us battle!

IN any trade offensive, the Communists are sure to pick Parker as a prime target. Read this from the New China News Agency (Shanghai) reported last October:

"The Shanghai made Hero Gold pens have caught up with the famous American Parker Gold Pens as far as actual usage is concerned. Beginning from the month of October, these gold pens have been put into large quantity production.

"The pen research units in Shanghai have recently made many interesting tests with the Hero and the Parker pens. A gold nib of a Hero pen and a gold nib of a latest American Parker model pen are ground respectively into one similar shape. They are then fixed se-

parately to the same testing instrument and are made to draw circles on identical pieces of paper at the same speed for 200 hours.

"The results are that the Parker iridium point of the nib is found to have worn off 4.25 milligrams and that the Hero nib 3.25 milligrams only. Tests are also made on leakage from temperature variations, smoothness of points, etc., and the results prove that in some items, they are as good as the Parker, and some are even better than the Parker."

Thus far, products of the Hero pen company and its lesser companion, the Wing Sung company, have not given Parker any serious competition. No one, however, dares to say that stiffer competition is not in the offing. A particularly slavish copy of the Parker "51" pen, produced by Hero, wholesales in the Far East at an incredibly low Malay \$52 (US \$17) a dozen!

Last year, the writing equipment industry in the United States alone, exported \$20,940,000 worth of fountain pens, ballpoints and related products. Admittedly far less dollar value than aluminum exports, this figure nonetheless remains potentially inviting to Communist rulers.

What can the Free World do? At present, some nations are taking steps to prevent the practice of "dumping," that is, selling in large
(Continued next page)

Hero and Wing Sung Pen circulars distributed in Africa.



quantity regardless of price. Dumping tends to distort trade channels and drive out normal suppliers. It is a key tool of the Communist Bloc.



Russians Imitate "51" Styling

AMERICANS have a particularly keen challenge to meet. U. S. Industry pays the highest wages in the world and buys all of its raw materials. It pays for its plants and equipment and pays heavy local, state and federal taxes, plus paying for the use of funds invested in it.

In this situation, we must compete with government-owned or government-subsidized industry whose wage costs are phenomenally lower and who pay little or no taxes or dividends.

There is only one obvious answer. The challenge represented by Communist trade must be met with a continued personal insistence that the goods we produce be of unsurpassable quality. For quality is the only justification for price today and in the days and years ahead.

Eversharp Australia Now Fully-Owned

On April 3, Parker Pen successfully negotiated the purchase of minority interest in Eversharp Australia, thus obtaining full ownership of the subsidiary. A two-man team was sent to Australia to buy minority shares not obtained in the original purchase which gave Eversharp to The Parker Pen Company. The two were Chester C. Holloway, vice president in charge of product planning; and Howard Robinson, an IMS assistant.

Wrote Holloway, in his report to management, "The outlook for this company (Eversharp Australia) is favorable with our support. The Eversharp trademark is highly regarded by the trade and the public in Australia. With technical assistance, a flow of new and improved products, and provision of sales and promotional material from the United States, this subsidiary should continue to prosper.

"In addition to the development of the Eversharp trademark, we

now have a manufacturing base in Australia which can produce Parker products if desired. Quink ink production by Eversharp Australia is now being investigated with indications that Quink sales can be doubled and the foreign exchange saved by local production directed to importation of more profitable Parker pens."

According to plans, Quink ink production will begin in Australia about October 1.

The Pen That Shook a Queen ... And Vice Versa

Newspapers the world over keep close watch on the goings, comings and doings of Queen Elizabeth II and not too long ago most of them carried a photograph of Her Majesty momentarily taken aback by a pen that failed to do her bidding to write.

The occasion was one of those frequent formal signings the Queen is expected to perform. Wrote the Brazilian newspaper O Globo: "... For that reason it was quite natural that measures to have a special fountain pen on hand were taken, so that Her Majesty could sign the visitors' book. It should be a pen of great make, a masterpiece, worthy of being held by the British Sovereign. But there are strange caprices to disregard everything, and the pride of the fountain pen industry obstinately refused to write at the decisive moment, behaving like the most vile of fountain pens, forcing Her Majesty Elizabeth II to resort to that classic shaking that common pens often require to start writing."

The shake worked! Witness the second picture, one not given the wide circulation of the first.





Odetto and Yockey

named to the post of Western Retail Sales Manager.

Odetto actually began his Parker career as a part-time employe. He worked at the high end of a broom after school hours in the San Francisco office. After graduation, he became a full-time pen repairman. That was about 22 years ago. Today, Odetto picks up the responsibilities relinquished by William Yockey, who leaves the company for a job with far less travelling involved.

Pennington Retires; Hull Heads Canadian Firm

From the very beginning in 1934, Philip Hull was a man going somewhere. True, the first job with Parker Pen was operating a machine (and sometimes pushing a broom), but this young man from Milton had the spark which lights Roman candles. And he soon began to show it.

He left the machine and the broom and became plant foreman, then supervisor, superintendent, general superintendent, works manager, then director of research and development.

Finally — no, not finally — he was elected vice president in charge of manufacturing. That was 1953. In 1957, he became one of the original members of the International Management Staff where he helped counsel management and tighten communication lines between the company's far-flung subsidiaries.

Then, on May 14, 1959, after a full quarter of a century of service to the company in Janesville, Philip Hull was named to succeed Roy O. Pennington as president of The Parker Pen Co., Ltd., of Canada. Pennington, retiring after nearly 25 years of service in Canada, will continue to function as a consultant in Canadian affairs.



Philip Hull

Up from the Bench

Three men in this company's history have risen to noble heights from beginnings at a repair bench. To name them, one must start where it all started and sight George S. Parker as the first. Second is Carl Priest, general manager of the U. S. Division. And in third place is Hugo Odetto, recently

Advertising Executive, Distributor, Industrialist Visit Parker Pen

Paris advertising man Henri Henault believes in the precept that cooperation is fundamental to success. It follows, then, that his agency, Synergie (which itself means "cooperation"), should be eminently successful.

Founded in 1932, Synergie has developed a formidable and satisfied list of clients, among them Parker Pen (France). "Our essential aim," says Henault, "has been to establish and maintain close and effective cooperation not only between the agency and its clients, but also between those who work within the agency itself."

This attention to harmonious relationships produced, on the firm's fifth anniversary, a coveted Diploma of Honor for its participation in the advertising section of the "Exposition Internationale des Arts et Techniques".

World War II temporarily interrupted the growth of the agency, but since 1947, Synergie has developed until now its staff numbers 150. And, additionally, a separate market research firm named Synergie-Roc has been formed to assist with analyzation of product, market, distribution, and advertising and promotions.

During early June, N. H. Tata, an important Indian Industrialist, will visit Parker Pen and many industries and businesses in the Janesville area. Tata has a wide variety of interests. He is senior director of Tata Industries Pvt. Ltd.; vice president of the Employers' Federation of India; and a member of the governing body of the International Labor Organization, among others.

The Department of Labor will be keeping a keen eye on Tata's visit for its uniqueness and possible pattern making.



Ad man Henri Henault (center) reviews Synergie's 1958 Parker advertising program with Richard Holznecht, public relations director, and Frank Matthey, vice president, sales and advertising. Mr. Henault spent two days in Janesville.



Thorliev Ramdahl, manager of Chr. Olsen, Oslo, Norway, a Parker distributorship, visited Janesville during the week of May 2-8. He is shown (seated) with Ross Fowler, foreign sales administration manager, looking over current and new Parker desk sets.



Eyes on Safety



Johann Borsch, Toolroom, displays a cracked lens in his safety glasses which probably saved the sight of his right eye. Earlier, Charles Glass, a tool grinder, was also saved from eye injury when a chip flew up from a grinding wheel with enough force to scratch a safety lens.

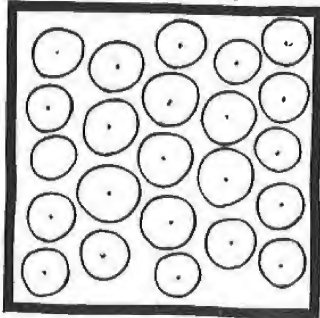
Failure to wear safety glasses, warns company safety regulations, may result in an injury. Johann Borsch, Toolroom, knows the truth of that statement. Had he not been wearing his safety glasses his right eye may well have been blinded.

Borsch was working on a bench tool which was not operating properly. Suddenly a spring loaded plunger broke loose and a part rocketed into the air directly toward Borsch's right eye. In less time than it takes to blink, the part struck his safety lens and was deflected off.

The lens, which must withstand the impact of a 1.56-ounce steel ball dropped from 50 inches up, cracked under the strain. But a cracked lens can be replaced. The eye it saved cannot be.

This issue of Shoptalker is a bit different. Margins have been made wider and columns somewhat narrower. This was done to improve both its appearance and its readability. We hope you agree with the change.

Doodles Roger Price



"Bird's eye view of Payroll Savers having an outdoor celebration on the rainy day they put something aside for"

Shoots 144 Pictures, Will Use Only One

In the preparation of a Fortune magazine feature on Harvard Business School graduates, Arthur Shay, photo bureau chief for Luce Publications in Chicago, came north to Janesville recently to photograph Daniel Parker.

It takes know-how to take the kind of pictures acceptable for the pages of Fortune and Mr. Shay demonstrated that ability as he scurried about Arrow Park selecting "excit-



ing" spots. It also requires a lot of film. Shay shot about four 36-exposure rolls during his brief (half-hour) picture-taking visit.

Quality, Theme of Posters

by Donald Pickering

Good will gained through top quality is a valuable asset and plays a major role in the success of Parker Pen. It has a direct bearing on sales and jobs.

Since the relationship between preventable scrap and the general level of quality is very close, large colorful posters have been hung throughout Arrow Park emphasizing the need for quality production. In the coming weeks, the posters will show how excessive rejects and spoilage affect the company's reputation for quality and employe job security.

In today's highly competitive market, a healthy spirit of quality-mindedness among employes can strengthen our company's position as a leader in the pen and pencil industry.



Mary Erickson, Deep Draw, is the first to see a new poster emphasizing quality. Donald Pickering, shown with her, made arrangements to obtain the posters and their specially designed frames. He is responsible for keeping the posters fresh.



Sports Cornered

It is not a mere cliché to say that Gwenn Cook, of Parker's wholesale sales department, exhibits championship form in bowling. Gwenn recently proved herself best by winning the state Class A singles championship.

The 13-week tournament which decided the title was entered by 10,000 Wisconsin women.



For three years a small, secure sect of Parker employes calling itself the Marching, Guzzling, Table Tennis and Bowling Association has spent several weekends in Winter in heated tournament play deciding an annual championship.

Never, in those three years, was there a trophy to award to the obvious victors. Never, that is, until Internal Auditor O. D. Miller heard of the group's plight and went to work on their problem. The result — a combination bowling pin-table tennis paddle, appropriately inscribed — was presented by Miller to Rober Collins (left), captain of the 1959 champs.



Collins, Trophy and Benefactor

Anniversaries

Twenty-year service anniversaries: In June, Theodore Hulick, Toolroom.

Twenty-five year service anniversaries: Leif Strandlie, Toolroom, in June.

Thirty-year service anniversaries: Pauline Ellis, Accounts Receivable,

and Beulah Haberli, Final Assembly, in June.

Thirty-five-year service anniversaries: Lona Costigan, Service, in May; Kenneth Dixon, Gold Nib, Allie Jones, Automatics, and William O'Connell, Toolroom, in June.

Forty-year service anniversaries: In June, Lillian Roehl, Service.

Ten Years Ago

A decade ago, this story (and its contingent comment) appeared in the pages of Shoptalker. Since this is the 10th anniversary of the event it heralds, it seems appropriate to go over it once again. For the story is as timely today as it was then.

One of the signs of the times around Janesville is situated in a cornfield six miles south of town. The sign says that on this site there will be erected the Mid City Open Air Theater. With spring plowing just completed the theater is certainly Open Air right now.

If these outdoor theaters had happened earlier and oftener in the U.S. they might have headed off television a few years more. Personally, we wouldn't now be embroiled in debates as to whether it is better to sit at home in front of a television receiver and become an intellectual nincom-

poop, or go out among the world and prove we already are one.

Besides that, the growth of Open Air Theaters might have restrained all those movie men from scurrying to buy up Television and dispose of Hollywood. Not that we favor the continuation of movies on their present level. But, there is a better aspect in the Open Air idea than in the Stale Air variety where you sit between two out-sized bags of popcorn and overlooking a lady's feathered hat. To keep track of things up front your head bobs for 1½ hours like a busy ping-pong ball.

The advantages seem so obvious that outdoor movies should not have to be particularly instructive, thoughtful or entertaining. After all, there are the stars (in the sky), the fresh air, privacy and comfort, and the privilege of smoking — not to mention the sideshow going on in the car alongside yours.

Everything considered we hope that the movie men go right ahead and ignore television out there on the highway between Janesville and Beloit.



Parker Helps Bond Drive

Participants in the "Peace Power - U. S. Savings Bonds Conference" held in Washington last February each received a commemorative Parker Jotter desk set. The Conference was held under the auspices of Secretary of the Treasury Robert B. Anderson and attended by business and professional leaders from all parts of the United States.

Secretary Anderson and U. S. Treasurer Ivy Baker Priest are shown admiring one of the desk sets.



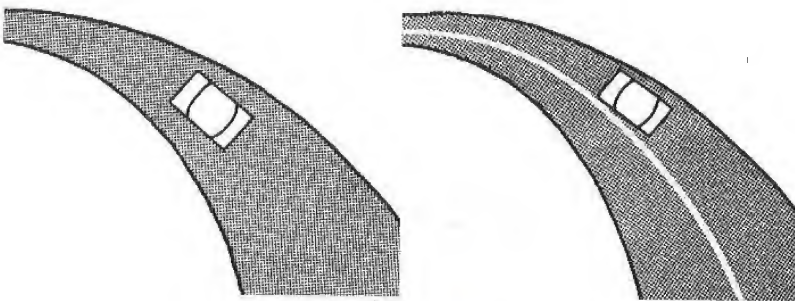
Highway Safety Put on the Line

Some months back, Shoptalker ran a series on highway safety which met with both approval and interest on the part of readers. A few suggestions were sparked and occasionally, still, an idea on highway safety filters in.

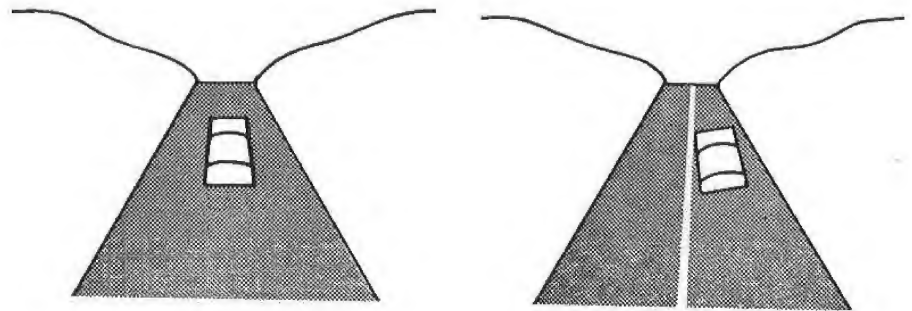
A recent idea in this area is perhaps the simplest of all, and yet it appears to offer increased safety on the highway today, and even more in years to come. That's because it involves the country road, which in recent years has turned into a heavily traveled trunk, and has taken more and more traffic pressure from the main highways.

The typical country road had its start as a wagon trail which took rural people into the nearest big town. As time went on, these trails got pretty well defined, were treated with gravel, and did a good job in moving hay carts, milk trucks and pre-war cars. If the driver of any one of these vehicles pulled a boner, the result was usually of little consequence—a mere bumping together of relatively slow moving objects.

Come the post-war traffic boom, however, these auxiliary roadways began to find more and more local traffic moving in, presumably to escape the glut on the main lines. In an effort to "modernize" these



on the Line



old country roads for the new traffic load, they were blacktopped as they lay, doubtless a concession to expense-saving.

Now these winding strips had a modern speed surface over which high horsepower cars were moving. Yet the black-topped county trunk still had all the dips, hills, curves, and blind spots of bygone days.

The really disturbing thing is that these roads are not subjected to lesser speed limits, and are not provided with the mid-road line which helps the average motorist to orient his car on curves and hills. The result is that on these narrow, winding lanes one is often witness to some other motorist proceeding at a speed oriented to a four-lane highway, and of necessity, "borrowing" from mid-road and the "wrong" side when he quite naturally cannot hold his rightful lane.

The proposal is simply this: Since the country road is being pressed more and more into high traffic usage, employ the customary yellow line marking in mid-road on all county trunk hills, dips, and curves. This added safety factor will enable any driver to locate his lane on the highway. It would no longer be necessary to make a high speed "judgment curve," a feat which is difficult for professional drivers.





As wrecking bars swing and Janesville takes its last fond look at the old Beverly Theater building, Shoptalker glances back over the shoulder to Parker's early days when the Lucky Curve fountain pen was made in the building's upper floors.

The horse was still the most popular and dependable mode of transportation and people paid to see lantern-slide presentations, for motion in pictures was still a rarity. Youngsters snickered over photographs in the National Geographic and Parker advertising proclaimed, "Geo. S. Parker makes a fine fountain pen."

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